

ISELEN FORTUNE OYAKHILOME

[Linkedin](#) | [Email](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Product Designer with over 1 year of experience designing user-centered digital products across fintech, Web3, e-commerce, transportation, and SaaS platforms. Skilled in conducting user research, creating personas, journey maps, wireframes, high-fidelity mockups, and interactive prototypes in Figma. Experienced collaborating with engineers and product managers to deliver intuitive, scalable solutions that improve usability, engagement, and business outcomes. Strong background in usability testing, information architecture, design systems, and end-to-end product design within fast-paced, ambiguous environments.

WORK EXPERIENCE

Dei Electi

June '25 - May '26

Product Designer (Contract)

Remote

- Led product design initiatives across transportation, e-commerce, fashion, and event-planning products.
- Designed responsive web and mobile experiences, including onboarding flows, dashboards, transactional screens, and account management interfaces.
- Conducted user interviews and synthesized research findings into actionable design recommendations.
- Designed FuelSplit, a ride-sharing platform connecting passengers to affordable transportation options while helping drivers reduce fuel costs.
- Partnered with engineers and product stakeholders throughout the product lifecycle, reducing design-to-development handoff issues by 35%.
- Delivered user-centered design solutions that improved task completion rates and overall usability.

Fist Commerce

Feb '26- Apr '26

Product Designer (Freelance)

Remote

- Conducted extensive research on DeFi lending platforms, liquidity pools, and Web3 wallet ecosystems to identify user needs and industry opportunities.
- Designed end-to-end experiences for a decentralized lending platform, including onboarding, wallet connection, investor dashboards, and merchant workflows.
- Developed data visualization interfaces that improved comprehension of loan performance, investment metrics, and portfolio health.

Collaborated with cross-functional teams to align business goals, technical requirements, and user needs throughout the product development process.

PrintPadi

July '25 - Nov '25

Product Designer (Contract)

Remote

- Conducted user research and stakeholder interviews to identify user pain points and inform product decisions for Maple Agency and Stickerpadi.
- Created user flows, wireframes, high-fidelity UI designs, and interactive prototypes in Figma, reducing design iteration cycles by 30%.
- Collaborated closely with developers and stakeholders to ensure accurate implementation and improve delivery efficiency by 25%.
- Contributed to scalable design systems and reusable components, improving design consistency across multiple digital products.

- Designed an end-to-end e-commerce experience that streamlined product discovery and checkout journeys.

SKILLS AND COMPETENCES

Product Design

UI Design, UX Design, Interaction Design, User-Centered Design, Information Architecture, Responsive Design, Mobile Design, Web Design, Design Systems.

Research & Strategy - User Research, Usability Testing, Journey Mapping, A/B Testing, Agile Product Development.

Prototyping & Wireframing - Wireframing, Low-Fidelity Prototypes, High-Fidelity Prototypes, Rapid Prototyping, Interactive Prototypes.

Tools - Figma, FigJam, Framer, Adobe Creative Suite, Notion, Slack, Claude.

EDUCATION

University of Lagos.

Bachelor of Arts in Creative Arts.

First Class Hons. (4.64/5.0)